

20100101 09:44:56

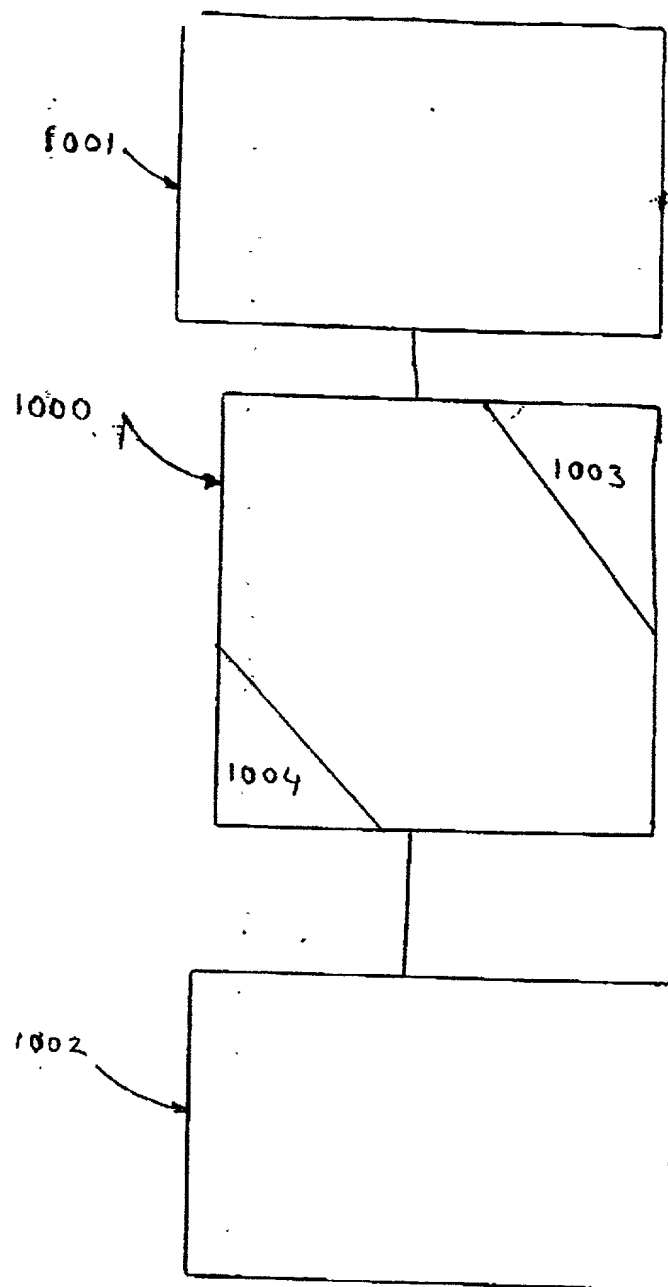


Fig 1

Define message array comprising  
i record relating to at least one message,  
ii record relating to number of recorded occurrences of the message, and optionally,  
iii record relating to date of occurrence of the message.

Optionally define target audience array correlating each of a plurality of messages with target audiences.

Define deliverable array comprising  
i a record relating to at least one verifiable event,  
ii a record relating to an outcome deliverable, and  
optionally  
iii a record relating to date of outcome deliverable.

Optionally define at least one metric array comprising an at least semi-quantitative measure of the PR or marketing effort.

Conduct PR and/or marketing.

Update arrays in response  
to events detected.

Monitor for event affecting arrays.

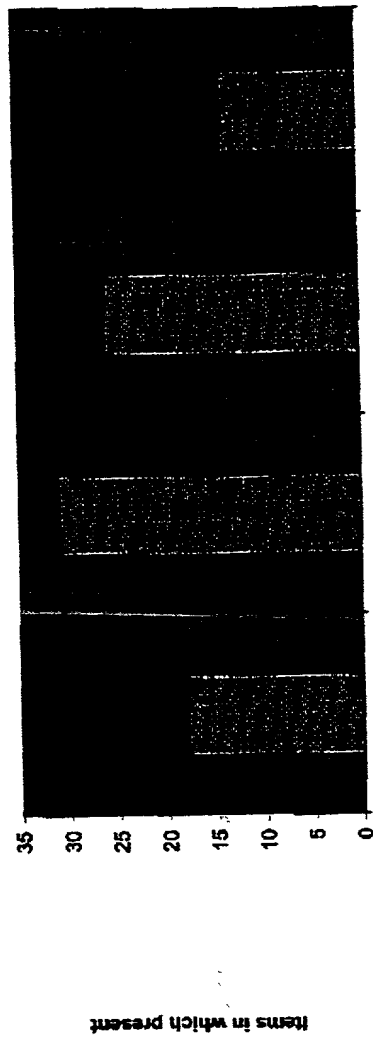
Optionally  
review results.

Optionally  
revise message in view of results.

Optionally  
revise deliverable in view of results.

Fig 2

### Message penetration



Widgets are the future of gadgets

Widgets add fizz to your homebrew

Widgets are the future of gadgets

Widgets are the future of gadgets

Fig 3

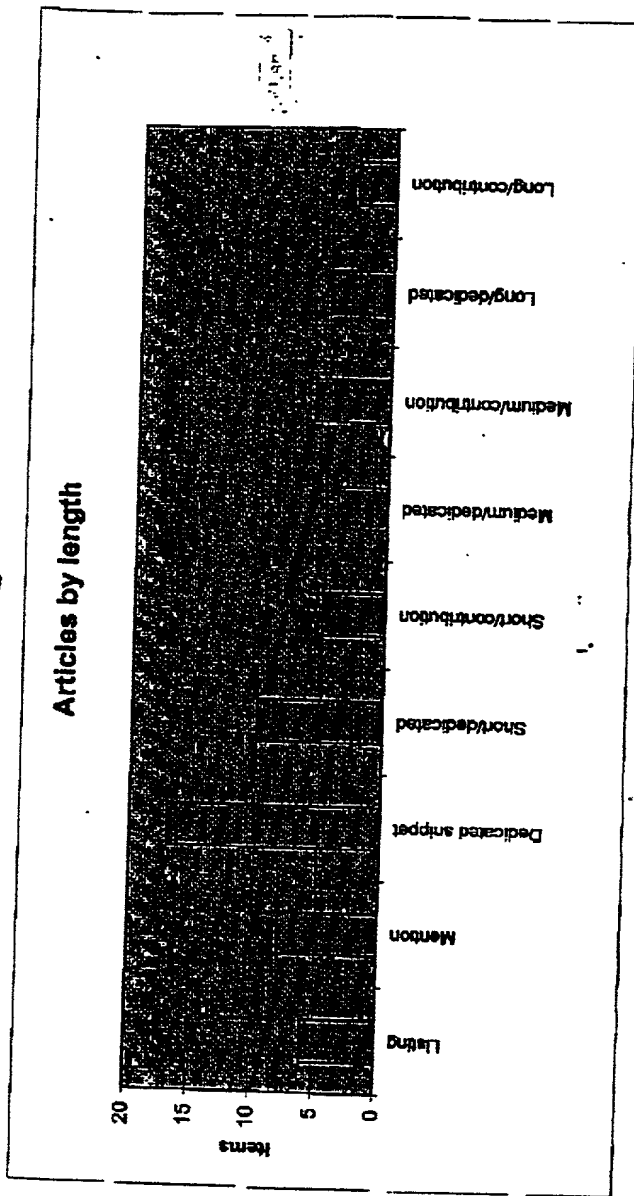
<i>Activity</i>	<i>Actual</i>	<i>Target</i>
UK launch of Widget v2.0	6	5
One day publishing house tour		
Press Roundtable ("Beyond 2001: Widgets or gadgets?")	5	4
UK trade news release	9	5
UK news release (exclusive to national)	1	1
Features	15	18
Case studies	2	2
PR stunt (widget giveaway at Central Station)	2	2
Broadcast campaign	3	2
Picture campaign	2	2
London School of Economics Seminar "Will the widget kill off the gadget?"	3	4

Fig. 4

CONFIDENTIAL

10/10/10

Fig 5



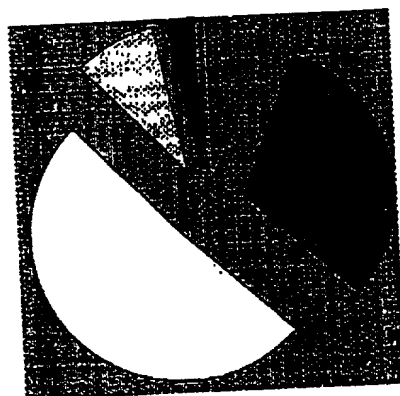
Content	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Executive																											
Picture																											
Headline																											
Only comparison																											
Major comparison																											
Information																											
Corporate description																											
Positional quote(s)																											
Compulsive quote(s)																											
Illustrative quote(s)																											

Items

F.5.6

207020 2764560

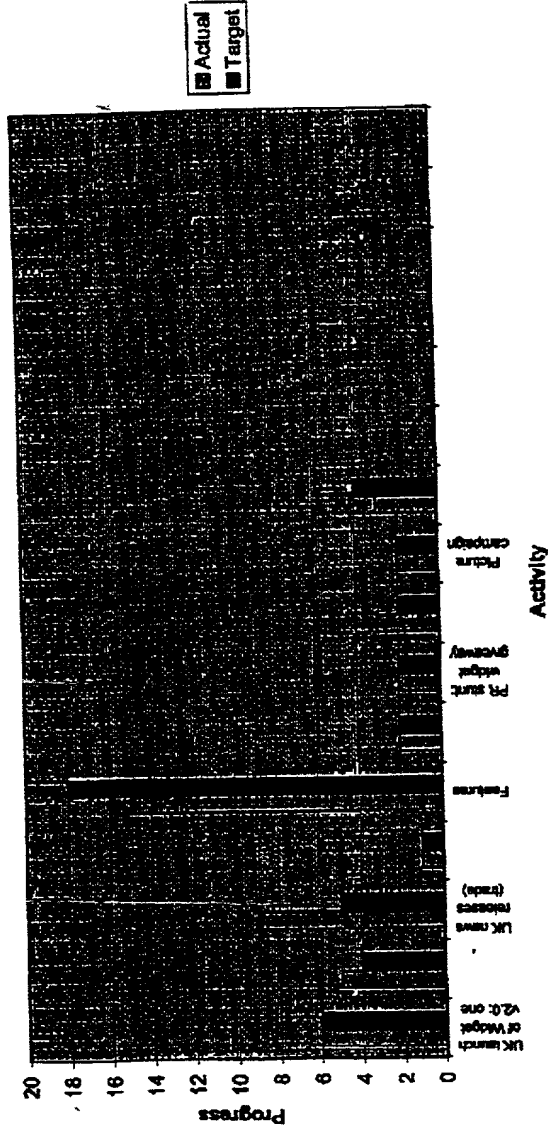
- ☒ Very positive about Widget.com
- ☒ Mildly positive about widget.com
- ☐ Neutral about widget.com
- ☒ Nasty about widget.com
- ☒ Very Nasty about widget.com



5

Fig 7

### Progress towards activity deliverables



F.5.8



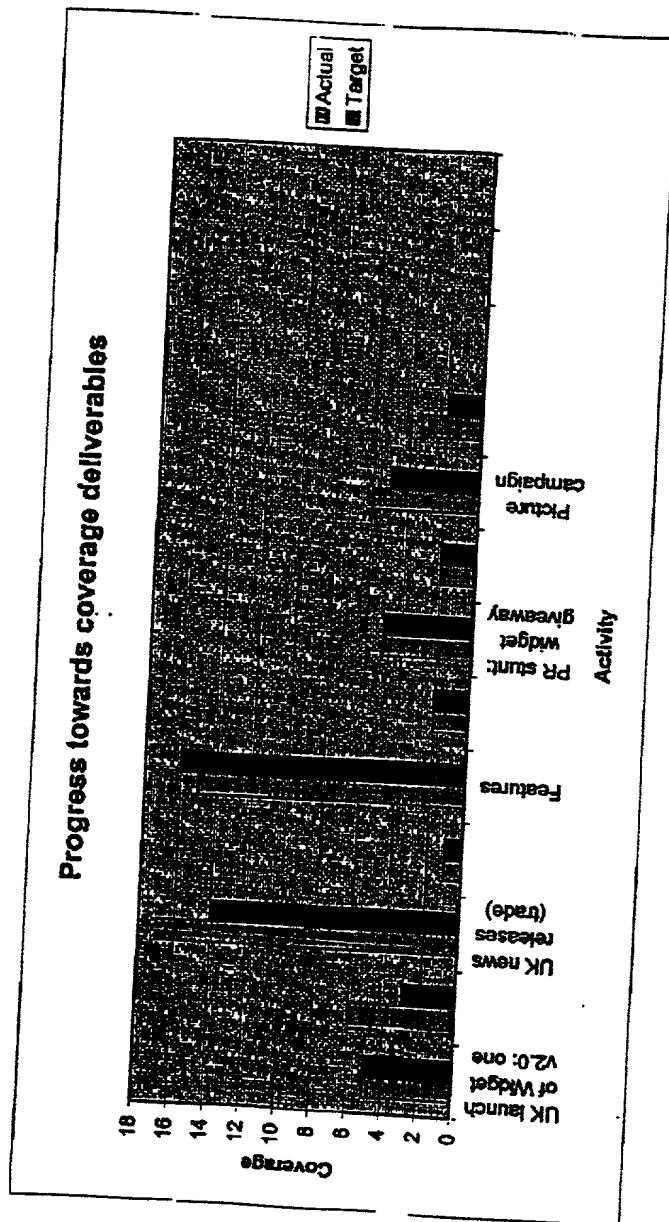


Fig 9

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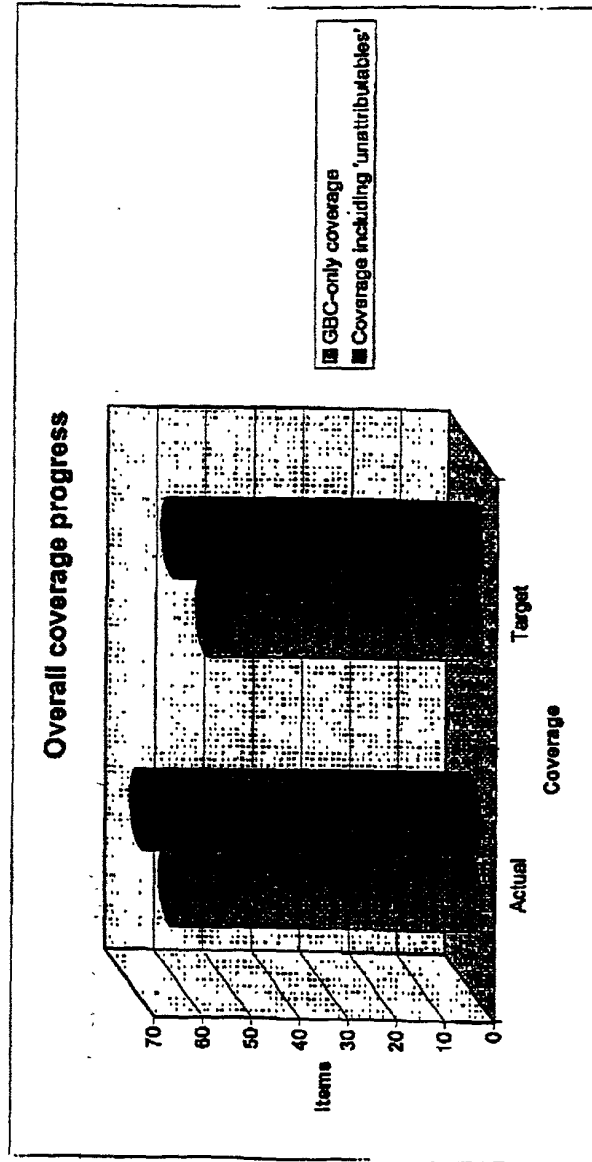


Fig 10

